to a highly honourable and responsible position therefore shocked many worthy people of conventional outlook. I observed the same shiver pass through orthodox circles when Lord Beaverbrook and Lord Rothermere were given important positions in the Government.

Overseas opinion was more friendly. But Northcliffe's scornful criticisms in the papers he controlled had also made him personal enemies, and even in high quarters in America grave doubts were felt as to the wisdom of the Cabinet's choice. One of our representatives in the States wrote to Mr. Balfour on 22nd June, and remarked in the course of his letter :—

Horror at the British Embassy

" Incidentally, whatever induced the Government to send Lord Northcliffe here? May I explain, hastily, that this is not a question to which I expect an answer. It is merely a horrified note of exclamation. . . . The fact is, if I may say so, that I should think a man less a *persona grata* it would have been difficult to find, nor is it very wise, surely, to have as a governing representative, in any way, a man with a journalistic clague always rubbing the skin off its hands, in its exertions. I am quite sure of this, that there is in certain high quarters here a tendency to make a grimace, and ask what on earth he was

selected for. I know I am not making a guess at this."

This last sentence was understood to refer to the President, who had an instinctive and cultivated aversion for men of the Northcliffe type.